

TRADE HUB HAPPENINGS



A monthly update of upcoming activities and recent progress from the USAID Trade Hub in Gaborone, Botswana
July 2006

Hub Highlights

- After the launch of the USAID Trade Hub's educational film series on trade issues at the Trade Hub's Regional Business Environment Roundtable in Johannesburg, South Africa, on May 23, the Trade Hub has received numerous requests for showings of the films. Since the launch on May 23, more than 700 people have seen the films at ten events both in the Southern African region and internationally. To obtain more information about the Trade Issues Film series or to discuss a showing or development of a workshop program around the films, please contact Lisa Yarmoshuk at lyarmoshuk@satradehub.org.
- The USAID Trade Hub sponsored the participation of nine delegates from Southern Africa to the annual AGOA Forum ministerial meetings held in Washington, D.C. from June 6 to 7.
- On June 7 the USAID Trade Hub facilitated a stakeholders meeting in Lusaka, Zambia, to present the findings of the assessment of Zambia's preparedness for the WTO negotiations on Trade Facilitation.
- On June 28 the Trade Hub published the fifth issue of its flagship newsletter, *Inside Southern African Trade*. This issue looks at trade facilitation in the region.

July 2006 Trade Hub Events

- 4 Ranga Munyaradzi, Senior Customs Advisor, and Evans Marowa, Transport Advisor, will hold meetings in Namibia to discuss a request for a trade facilitation program on the Trans Cunene Corridor (Walvis Bay to Lubango in Southern Angola), the USAID Trade Hub's work on programs for simplification and harmonization of procedures and rolling out the SAD 500 (Single Administrative Document) to the Trans Caprivi Corridor (from Namibia to Zambia) and the Trans Cunene Corridor.
- 4 Ranga Munyaradzi, Evans Marowa, and Paulina Elago, TFCB Deputy Director, will meet with the SACU Secretariat in Windhoek to discuss cooperation and coordination related to implementation of SACU and USAID Trade Hub initiatives on Trade Facilitation.
- 5-6 Ranga Munyaradzi and Evans Marowa will facilitate meetings of the TKC Corridor Management Committee and the TKC Customs and Transport Working Groups. The meetings will review Action Plans for trade facilitation along the TKC and finalize arrangements for recruitment of a permanent corridor secretariat.
- 6 Paulina Elago, TFCB Deputy Director, and Peter Nizette, team leader for the Namibia Tourism Investor Roadmap, will travel to Windhoek, Namibia, to present the findings and recommendations of the Namibia Tourism Investor Roadmap to a stakeholders' workshop and to meet with the Ministry of Environment and Tourism and the Namibia Tourism Board to discuss implementation of the recommendations.
- 10-15 Ranga Munyaradzi and Robert Struthers, a Technical Officer at the World Customs Organization (WCO), will facilitate the completion of the final phase of a WCO Time Release Study (TRS) in Mozambique.

In June 2002, the US Agency for Development (USAID) established the Southern Africa Global Competitiveness Hub in Gaborone, Botswana to respond to President's Bush's new trade initiative for Africa. The Trade Hub helps Southern Africa take full advantage of the increased trading opportunities available through duty free access to the US economy under the African Growth and Opportunity Act (AGOA). The Trade Hub:

- brings together American and African businesses;
- enhances the competitiveness of African products and services;
- expands the role that trade can play in African poverty reduction strategies;
- improves the delivery of public services supporting trade;
- builds African capacity for trade policy formulation and implementation; and
- strengthens the enabling environment for African businesses.

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FROM THE AMERICAN PEOPLE

SOUTHERN AFRICA

AGOA



The annual AGOA Forum Ministerial Meetings took place in Washington, D.C., from June 6-7. The USAID Trade Hub sponsored several participants from Southern Africa.

- The USAID Trade Hub will sponsor four companies from Lesotho, Swaziland and Botswana to attend the Material World Textile and Apparel Show in New York City in September. The show, produced by Urban Expositions and America's leading apparel trade association, the American Apparel and Footwear Association, is the premier show of the U.S. textile and apparel industry. An Africa Pavilion will be featured at this trade show and will present a critical mass of competent, world-class companies supplying the global apparel trade. Each country and company will maintain its own unique identity within the pavilion.
- Amanda Hilligas, the AGOA Advisor, and Lisa Yarmoshuk, Director, Trade Facilitation & Capacity Building, will attend the West Africa Regional AGOA Workshop to be held in Accra, Ghana, from August 9 to 10.
- Ms. Hilligas will travel to Zambia in August at the invitation of the U.S. Embassy in Lusaka to participate in meetings, capacity building and outreach to local businesspeople in conjunction with officials from the U.S. Department of Commerce and USTDA.

Trade Competitiveness (TC)



Rich pickings for all: Farm workers on one of the farms that participated in the successful USAID Trade Hub-sponsored melon field trials

Exportable Agricultural Products

- In late July Craig Carlson, Agribusiness Advisor, and Amanda Hilligas, AGOA Advisor, will travel to Namibia to provide assistance at the request of the Ministry of Trade. Activities will focus on the agricultural sector and AGOA diversification.
- Also in July, the USAID Trade Hub will continue supporting the development of a melon production market in Botswana. Activities will focus on the identification of market opportunities including those in the fresh and fresh-cut areas. Additionally, the Trade Hub will provide support for the procurement of seed during the next planting cycle, scheduled to begin in August.
- The USAID Trade Hub has translated the users manual entitled "*Practitioner's Guide to Importing Fresh Produce into South African Markets*" into Portuguese. This translated document will be distributed to partner organizations, Government of Mozambique stakeholders, U.S. Government officials and other interested parties in Mozambique.

Trade Facilitation and Capacity Building (TFCB)



The busy Port of Durban in South Africa

Customs Modernization and Transport Facilitation

- On July 4, Ranga Munyaradzi, Senior Customs Advisor, and Evans Marowa, Transport Advisor, will meet the Walvis Bay Corridor Group (WBCG) and the Namibian Ministry of Transport officials to discuss their request for a trade facilitation program on the Trans Cunene Corridor from Walvis Bay to Lubango in Southern Angola.

Trade Facilitation and Capacity Building (TFCB)



The busy Port of Durban in South Africa

- Also on July 4, Ranga Munyaradzi, Evans Marowa and Paulina Elago, TFCB Deputy Director, will meet with the SACU Secretariat in Windhoek to discuss cooperation and coordination on the implementation of SACU and USAID Trade Hub initiatives on Trade Facilitation.
- On July 4 Ranga Munyaradzi and Evans Marowa will meet with the Management of Namibian Customs and the Trans Kalahari Corridor (TKC) Management Committee to work on programs for simplification and harmonization of procedures and rolling out the SAD 500 (single administrative document) to the Trans Caprivi Corridor which extends from Namibia to Zambia as well as to the Trans Cunene Corridor.
- Ranga Munyaradzi and Evans Marowa will facilitate meetings of the TKC Corridor Management Committee and the TKC Customs and Transport Working Groups on July 5 and 6. The meetings will review Action Plans for trade facilitation along the TKC and finalize arrangements for the recruitment of a permanent corridor secretariat.
- From July 10 to 15, Ranga Munyaradzi and Robert Struthers, a Technical Officer at the World Customs Organization (WCO), will facilitate the completion of the final phase of a WCO Time Release Study (TRS) in Mozambique. This will involve analysis of the data collected by the TRS Working Group as well as the preparation of a TRS report that will contain the findings, conclusions and some recommendations on the way forward.
- Ranga Munyaradzi will facilitate a follow up meeting on the Action Plan recommended in the Malawi Time Release Study (TRS) Report. The meeting will be held in Lilongwe, Malawi. The meeting is projected for late July.
- Evans Marowa will participate in the World Bank sub-Saharan Africa Transport Policy Project (WB SSATP) Regional Economic Communities Transport Coordinating Committee meeting in Nairobi, Kenya, on July 19 and 20. At this meeting the annual work plan of the WB SSATP program will be established, and it will ensure effective coordination of the various donor programs in sub-Saharan Africa.
- Ranga Munyaradzi and Evans Marowa will continue to facilitate follow-up and implementation of the Customs and Transport Action Plans for the Dar es Salaam Corridor.
- Ranga Munyaradzi and Evans Marowa will follow-up on performance monitoring data from identified stakeholders in Tanzania, Malawi, Zambia, Mozambique and South Africa.
- Evans Marowa will develop and distribute specific proposals for the collection of a tonnage levy from Dar es Salaam Corridor Committee members in order to finance the Dar es Salaam Corridor Secretariat.
- Evans Marowa prepared a scope of work for the review of the pilot cross-border vehicle overload control initiative at Martin's Drift-Grobler's Bridge between Botswana and South Africa. Work will start in July and will result in a work plan for rolling out the initiative along the TKC and at Kazungula Ferry Border Post.



The busy Port of Durban in South Africa

Outreach and Dialogue for Competitiveness

- The Trade Hub will finalize the distribution strategy for its new Trade Issues Film series, including working with government and private sector partners around the region to organize national showings, workshops and seminars around the films.
- During the month of July, the USAID Trade Hub will work with the Botswana Women in Business Association (WIBA) on implementing the recommendations made by the Microfinance Specialist, Margaret Jiri, for establishing a microcredit program for WIBA members.
- The Trade Hub will also coordinate the activities of the Membership Campaign Coordinator who was contracted in June by the USAID Trade Hub to began a campaign drive for WIBA.
- Gina van Schalkwyk, Information and Communications Coordinator, will start work on the sixth issue of the USAID Trade Hub's quarterly newsletter *Inside Southern African Trade (INSAT)*, which will focus on Small and Medium Enterprises in Southern Africa.
- At the request of the Mauritius Ministry of Foreign Affairs, International Trade and Cooperation, Lisa Yarmoshuk will attend a consultative meeting on Aid for Trade to be held in Mauritius from July 17 to 18.
- Following an invitation from the American Chamber of Commerce in South Africa (AmCham), Evans Marowa will make a presentation on the Southern Africa Trade Hub's trade facilitation activities within the SADC region to AmCham's Trade Committee on July 13. He will also show the Trade Hub's film *Trade Facilitation: Creating Faster & Cheaper Access to Markets*.

Trade Capacity Building

- Paulina Elago, TFCB Deputy Director, and Peter Nizette, team leader for the Namibia Tourism Investor Roadmap, will travel to Windhoek, Namibia, to present the findings and recommendations of Namibia Tourism Investor Roadmap to a stakeholders' workshop, scheduled for July 6. They will also meet Senior Management of the Ministry of Environment and Tourism and the Namibia Tourism Board to discuss implementation of the recommendations.
- At the request of the Chamber of Commerce in Swaziland, the USAID Trade Hub has commissioned John Henwood, a lawyer in Swaziland, to produce a compendium of trade and commerce laws for use by members of the Chamber of Commerce. Once finalized the compendium will serve as a tool for the Chamber's outreach work in addition to facilitating private sector compliance with trade and commerce laws and regulations.
- The USAID Trade Hub will continue to provide support to the Swaziland Investment Promotion Agency (SIPA) on the implementation of the Investor roadmap recommendations, as part of follow up activities for the implementation of the Swaziland Investor Roadmap.

Trade Facilitation and Capacity Building (TFCB)



The busy Port of Durban in South Africa

- Paulina Elago will finalize discussions with the Ministry of Trade and Industry in Namibia regarding the specific support to be provided to the Namibia Trade Forum (NTF) for the purpose of improving and enhancing the understanding of trade policy issues among members of the NTF. The NTF serves as a forum for public-private sector dialogue on issues related to trade negotiations.
- Paulina Elago will continue discussions with the Department of Trade in Lesotho on, among other issues, the planning and preparations for the training course on trade policy for Lesotho, as part of the Trade Capacity Building (TCB) support program to the BLNS countries (Botswana, Lesotho, Namibia and Swaziland).
- Following a request from Angola, Paulina Elago and Bridget Chilala, Director Trade Capacity Building, will coordinate and prepare a training course on rules of origin for Angola and explore how best to execute the request for an assessment on the status of trade facilitation in Angola.
- The USAID Trade Hub will finalize discussions with the Lesotho National Development Corporation (LNDC) regarding the scheduling of a series of activities related to trade capacity building for the private sector.
- Bridget Chilala will finalize a report that compares the regional seed regulations with the corresponding national regulations for the Southern African Customs Union (SACU) and Zambia, which was prepared by a short-term consultant. In preparation for the meeting of Officials from the Ministries of Agriculture and Trade scheduled for September 2006, she will then circulate the report to Member States through the SADC Secretariat's Seed Security Network.
- Bridget Chilala will work with the Ministry of Agriculture in Botswana to finalize a training program in trade negotiations focusing on the area of Agriculture both at the WTO and under the SADC EPA negotiations for public and private sector stakeholders.
- After taking into account all the comments submitted by the Zambian stakeholders in finalizing the technical reports on trade facilitation, Bridget Chilala will prepare a summary document on the status of trade facilitation in Zambia to be posted on the Trade Hub's web site.
- As a result of meetings at the Botswana Intellectual Property Policy Conference "Making Intellectual Property Work for Development" on June 28, in Gaborone, Botswana the USAID Trade Hub will continue discussions with Executive Director of International Intellectual Property Institute (IPI), Eric Garduno, to explore how the Trade Hub can work together with the IPI in the SADC region in this important area of Intellectual Property.
- Dr. Keith Jefferis, Economic Advisor to the USAID Trade Hub, will continue his advisory work with the Botswana Business and Economic Advisory Council (BEAC). The Council is preparing a set of economic and institutional reforms that will be presented to the Cabinet during 2006.
- Keith Jefferis continues to work with the Botswana Institute for Development Policy Analysis (BIDPA) in preparing a number of policy briefs on export diversification issues.

Partnership for Food Industry Development / Fruits & Vegetables (PFID F&V)



Mr. Mario Bacchiocchi with Chinyanja Triangle farmers

- The PFID SA office hosted two consultants from Rutgers University who were in Botswana on a mission to carry out a horticultural assessment. The consultants—Dr. Ramu Govindasamy, Associate Professor, Dept. of Agricultural, Food and Resource Economics, and Dr. Bill Sciarappa, Rutgers Cooperative Research and Extension—met with representatives of Botswana Horticulture Council, Botswana Agriculture Union, horticultural input providers and other stakeholders involved in the horticultural sector. They visited horticultural farms in Tuli Block and Francistown. The assessment report, which was commissioned by USAID, is expected to be completed next month.

Recent Highlights



Nali was just one of the specialty food companies that benefited from Trade Hub support during the Fancy Foods Show in Chicago.

Events and High-Level Visits

- Lisa Yarmoshuk, Director for Trade Facilitation and Capacity Building and Amanda Hilligas, AGOA Advisor, briefed regional economic officers on the work of the Trade Hub on May 31. The meeting was held at the Ron Brown Commercial Center in Johannesburg and included officials from the State Department, the Commerce Department, and U.S. Trade and Development Agency (USTDA).
- On June 6, Evans Marowa made a presentation on the USAID Trade Hub's trade facilitation experiences in the SADC region at a transport seminar organized by the American Business Council (ABC) in Gaborone, Botswana. The Trade Hub's educational film entitled *Trade Facilitation: Creating Faster & Cheaper Access to Markets* was shown at the event.
- The annual AGOA Forum ministerial meetings between the U.S. Government and the 37 African AGOA-eligible countries was held in Washington, D.C. from June 6 to 7. The AGOA Private Sector Forum focused on sectors where U.S.-Africa trade can most easily and quickly be increased, for example agriculture, infrastructure, manufacturing and apparel. The forum also emphasized project financing. The Trade Hub sponsored the participation of nine delegates to the event. A meeting of the private sector and civil society groups concerned with African development took place at the same time as the governmental meetings. Two of the Trade Hub's educational films – on Private Sector Advocacy and Trade Facilitation, were shown at workshops during the ministerial meetings where they elicited great interest and positive reviews.
- On June 7 Evans Marowa, Ranga Munyaradzi, and Bridget Chilala presented the findings of the assessment on the Zambia's preparedness for the WTO negotiations on Trade Facilitation at a stakeholders' workshop in Lusaka, Zambia, including representatives of both the private sector and government.
- The Botswana Cattle Producers Association (BCPA) held a strategic planning meeting at the Trade Hub on June 12. The USAID Trade Hub continues to support the BCPA as part of its work in strengthening the private sector.
- On June 13, the USAID Trade Hub hosted a Board Meeting of the American and African Business Women's Alliance (AABWA).

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- As a result of the Trade Hub's participation at the American Business Council (ABC) transport seminar on June 6 in Gaborone and the contacts made there, two further meetings were held. On June 14, Bridget Chilala, Evans Marowa and Ranga Munyaradzi met with Phil Openshaw and Ian Hunt of Barcode Botswana Logistics Limited to discuss the potential of using pdf417 bar codes on the SAD500. This would facilitate information exchange among Customs Administrations for transit processing including Certificates of Origin and any other trade documentation.
- Martin Norman, Hub Manager, attended the Business Breakfast Briefing on June 14 in Gaborone, Botswana, entitled "How to Assess the Risk of HIV/AIDS to Your Business", organized by the Global Business Coalition (GBC) and the Botswana Business Coalition on HIV/AIDS, where he introduced and presented the Trade Hub's educational film *HIV/AIDS and Business: What the Private Sector Can Do*. The breakfast briefing attracted an audience of approximately 100 businesses from Botswana.
- On June 15, Africa South Deputy Director of the U.S. Department of State, Lois Cecsarini, visited the USAID Trade Hub for a briefing on Trade Hub activities.
- On the June 20, Paulina Elago attended a national workshop on tariff management for Botswana organized by the Department of International Trade in collaboration with the Friedrich Ebert Stiftung (FES) office in Botswana. This provided the Trade Hub with an opportunity to share the paper on national bodies drawing on the experience of countries like Brazil, India, South Africa and Mexico.
- On June 20 Martin Norman attended the "Business Think Tank" on HIV/AIDS in Johannesburg, South Africa, which was jointly organized by the GBC and the University of California, Los Angeles (UCLA) where he introduced and presented the Trade Hub's educational film entitled *HIV/AIDS and Business: What the Private Sector Can Do*. Representatives of 17 large corporations 23 representatives from UCLA, both academic and donors, attended the event. Additional requests for film showings emerged from the film presentation at this event.
- On June 20 Ranga Munyaradzi and Evans Marowa met with Mr. L Moshe Chelaneh, Derek van der Riet and Ian Hunt to discuss the potential for Trade Hub assistance in the Botswana Air Cargo Hub and Horticulture/Aquaculture Integrated Project. This has the potential to significantly diversify Botswana's exports and serve as a regional hub for channeling Agricultural/Horticultural exports to international markets.
- On June 20, Bridget Chilala attended a meeting at the SADC Secretariat to discuss a report on the National Trade Policies of SADC Member States commissioned by the German Agency for Technical Cooperation (GTZ). Among other things, the study evaluates national trade policies toward developing a common trade policy regime in the context of establishing a SADC Customs Union by 2010. The purpose of the meeting was to share the preliminary findings of the report, to draw on the participants' expertise in the area of trade policy in the SADC region and map out a way forward. A follow-up meeting took place at SADC Secretariat offices on June 28.

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- Also on June 20 Joel Kolker of USAID's Development Credit Authority (DCA) in Pretoria visited the USAID Trade Hub to explain his function in the DCA and discuss ways in which the Trade Hub can help him explore opportunities for DCA deals.
- The USAID Trade Hub hosted the General Assembly meeting of the Botswana Women in Business Association (WIBA) on June 21, where Martin Norman, Hub Manager, made a brief presentation on the importance of gender issues to the work of the Trade Hub and the current initiatives that the Trade Hub is spearheading to support WIBA.
- During the week of June 19 to 23, the USAID Trade Hub sponsored a training and attachment of three officers from the Lesotho Trade and Investment Facilitation Centre (TIFC) at the International Trade Administration Commission (ITAC) in Pretoria, South Africa. The system currently operating in Lesotho is said to be weak and inefficient in some respects. The government of Lesotho established the TIFC to serve as a one stop-shop to issue licenses and permits related to trade and investment activities in Lesotho. The officers who were trained are responsible for issuing rebate permits in Lesotho, and they will be expected to introduce more efficient systems for rebate permits.
- On June 27 Lisa Yarmoshuk addressed the Roundtable "ACCESS! African Businesswomen to International Trade Opportunities" in Johannesburg on what the USAID Trade Hub is doing to improve access for African businesswomen to international markets. The event was organized by the Trade Facilitation Office Canada (TFOC) in partnership with the International Trade Center in Geneva.
- On June 29 the USAID Trade Hub launched its series of five short educational films on trade issues at a national event in Swaziland, jointly organized by the U.S. Embassy and the Trade Hub. The showing attracted the attention of the local press and resulted in numerous requests to show the films within government and private sector circles.

Projects, Papers, Studies & Other Highlights

- At the end of June, Barrett Hightower, Trade Hub consultant, traveled to Botswana to finalize the AGOA resource DVD. Together with Ms. Hightower, Amanda Hilligas, AGOA Trade Advisor, is developing a resource center for exporters interested in exporting to the United States. The DVD will include information about U.S. import requirements for the Food and Drug Administration (FDA), United States Customs, the U.S. Department of Agriculture and others. The DVD will be distributed to USAID Missions and U.S. Embassies in Southern Africa. For further information, contact ahilligas@satradehub.org.
- Tania d'Allonnes, USAID Trade Hub consultant, completed a paper reviewing the economic impact of the increase in the prices paid by the Botswana Meat Commission (BMC) to cattle farmers in January 2006. An increase in producer prices was one of the recommendations of the earlier analysis carried out by the Trade Hub on the problems facing the beef and cattle sector. The new paper analyzes the impact to date of this price increase and strengthens the analytical base for further reform of the beef and cattle sector.

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- The USAID Trade Hub provided assistance to a Zambian company in identifying issues related to organic certification and understanding the certification process. These activities were carried out in response to a request to supply an organic version of its product to one U.S. customer. Links were also provided to an organization that can provide certification in both U.S. and EU standards and another organization to provide technical assistance in the preparation and implementation of pre-inspection materials and processes.
- Craig Carlson, Agribusiness Advisor, met with members of the Market Access for Sub-Tropicals (MAST) working group to provide an update on the research being conducted with USAID Trade Hub support by the South African Agricultural Research Council (ARC). The research is focused on the mitigation of litchi moth which restricts export. The research is currently developing rearing techniques that will allow investigation into mitigation methods.
- With an increase in the interest for organic products within Southern Africa, the Trade Hub met with the director of Organics SA, the leading South African organics association. Craig Carlson also met the Executive Director of AFRISCO/ECOCERT, one of the leading certification bodies in Southern Africa. Details regarding the process and cost of certification were discussed along with identification of retail buyers and food processors looking for organic raw materials.
- In June, the USAID Trade Hub was put in contact with an Indian company looking to source a variety of spices from Africa. These include pepper, turmeric, clove, paprika, mustard seed and cumin among others. The Trade Hub has established a dialogue with this company and is now determining specific quality standards and quantities in an effort to identify potential producers in the region.
- The USAID Trade Hub has finalized and submitted to the Ministry of Environment and Tourism and the Namibia Tourism Board the Tourism Investor Roadmap report.
- On June 27 Margaret Jiri, a Microfinance Specialist contracted by the USAID Trade Hub, presented the completed findings of her analysis of Botswana's microcredit schemes to the Board of Director of the Women in Business Association (WIBA) along with recommendations as to how WIBA can establish its own microcredit scheme for its members.
- Leah Gabaeme was contracted by the USAID Trade Hub to implement a membership campaign for the Botswana Women in Business Association (WIBA). She will be responsible for conducting a study of possible WIBA members, setting up a database of businesswomen throughout Botswana, developing promotional materials, and tripling the active membership of the association within a four-month period.